

Eat Real!

MISSION

Food Day is a nationwide celebration of healthy, affordable, and sustainably produced food, *and* a grassroots campaign for better food policies and a stronger, more united food movement.

OUR PRIORITIES

- Promote safer, healthier diets
- Support sustainable and organic farms
- Reduce hunger
- Reform factory farms to protect the environment and animals
- Support fair working conditions for food and farm workers



healthy + sustainable + affordable + fair



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OCTOBER 24, 2012

Join a nationwide celebration of healthy, affordable, and sustainably produced food, *and* a grassroots campaign for better food policies.

It's Time to Eat Real!



Philip J. Greenberg

healthy + sustainable + affordable + fair

It's Time to Eat Real!

Food should be tasty, healthy, affordable, and produced with care for the environment, animals, and the women and men who grow, harvest, and serve it. Food Day's goal is to bring us closer to that ideal.

Food Day brings together some of the most prominent voices for change in the food movement, including physicians, nutritionists, labor leaders, environmentalists, farmers, chefs, authors, and cookbook writers, as well as parents, teachers, and citizens from all walks of life.

Organizations as diverse as the Center for Science in the Public Interest, the American Public Health Association, Slow Food USA, Community Food Security Coalition, Farmers Market Coalition, Whole Foods Market, Cooking Channel, and others urged millions of Americans last year to "Eat Real."

Food Day 2012 is all about **celebration**—of what our food system does right—and **activism**—to address the pressing food issues we face. With the partnerships Food Day has inspired among diverse organizations and individuals across the country, we are building the momentum to change the American food system.



John Orvis



John Orvis

www.FoodDay.org

Craving Change?

We can start by changing our own diets. That means more fruits, vegetables, whole grains, and low-fat dairy products, and moderate amounts of sustainably produced lean meats and seafoods; choose local and organic when you can. And it means junking most junk foods. But change also must come in the form of new public policies that promote sustainable agriculture, shrink subsidies to agribusiness, protect food and farm workers, end hunger, and promote healthy diets.

In 2012, Food Day seeks to inspire community action in every city and state in the country, with individuals and organizations coming together on October 24 to learn, debate, and mobilize to improve our food system and the American diet. Coming two weeks before Election Day, Food Day is a perfect time to invite congressional and other candidates to debates on food and farm issues.

Go to FoodDay.org to learn how to organize or attend a Food Day event, or volunteer to be a lead organizer in your community!

Follow @CSPI on Twitter, tweet about us using #FoodDay, and "like" Food Day on Facebook to receive the most current campaign news, policy developments, and tips for "Eating Real."

www.FoodDay.org

Time for Action!

In 2011, Food Day brought together hundreds of thousands of Americans in all 50 states at more than 2,300 events.

On October 24, 2012, help create an even bigger and better Food Day by organizing events that spotlight the food issues in your community:

- Ask your city council, mayor, and governor to issue Food Day proclamations.
- If your city or state lacks an active food policy council, urge officials to start one.
- Encourage your city to expand farmers markets and urban gardens; bring supermarkets to underserved neighborhoods; or mount a city-wide healthy-eating campaign.
- Host a dinner with friends celebrating healthy, local foods.
- Use the (free) Food Day curriculum in classrooms; serve more healthy and local cafeteria foods; and invite farmers to talk to students about what they grow and how they grow it.
- Introduce cooking classes after school, or plant school vegetable gardens.
- Hold food policy debates, lectures, and rallies on college campuses.
- Organize a candidates' forum on food or farm policy before the elections.

Register your event—big or small—at FoodDay.org so others near you can join in or get inspired to replicate it elsewhere!



www.FoodDay.org